

**Available in comprehensive high schools**

# Marketing



The Marketing curriculum is delivered through a sequence of four classes: **Business Principles and Practices, Financial Management Using Software Applications, Marketing, and Advanced Marketing.** These courses are designed to introduce students to the concepts of marketing theory required to provide the goods and services to meet consumers' wants and needs. A work based learning experience may be completed pending students meeting the WBL grade, attendance, and discipline requirements.

## Major Units of Study

- Benefits of marketing in a free enterprise system
- Consumer buying behavior and relationships
- Elements of the marketing mix (product price, promotion, and place)
- Pricing strategies
- Electronic and internet marketing
- Marketing information systems
- Market segmentation and target marketing
- Marketing plans

## Related Careers

- Advertising media planner
- Media traffic personnel
- Copywriter
- Public relations
- Production manager

## Post-Secondary

- Qualified students can earn 3 college credits through an articulation with the Community College of Baltimore County, Catonsville
- College
- Technical Schools/Technical Certification



**COMPLETER: *Marketing***

**CREDITS: 4**

- Guideline for Course Selections
- Refer to Graduation Requirements in the Program of Studies for specific course requirements in each content area

Grade à	9	10	11	12
Exact scheduling depends on student’s plan and school’s master schedule.	English 9 (1)	English 10 (1)	English 11 (1)	English 12 (1)
	US Government (1)	US History (1)	World History (1)	
	Conceptual Physics (1)	Chemistry (1)	Biology (1)	
	Algebra I / Data Analysis (1)	Intermediate Algebra / Data Analysis (1)	Geometry (1)	Algebra II / Data Analysis (1)
	PE (.5) / Health (.5)		PE (.5)	
	Fine Arts (1)	Foundations of Technology (1)		
	World Language (1)	World Language (1)		
	Business Communications & Key-boarding (1)			
<b>Completer Program Requirements</b>		Business Principles and Practices (1) Financial Management Using Software Applications (1)	Marketing (1)	Advanced Marketing (1)
<b>Career Specific Electives</b> (may be taken any year offered after prerequisites have been satisfied)	AP Probability & Statistics (1), Accounting I, II (1-2), Business Law (1), Graphic Communications (1), Issues in American Society (.5), Office Systems Management (1), Political Science (.5), Public Speaking (.5), Sociology (.5), World Geography (.5), Technological Issues & Impacts (1)			
8 credits possible per year				
<b>Value Added: From: Program:</b>	3 credits Community College of Baltimore County, Catonsville Business Management – Marketing			
<b>End of Program Test: Industry: Taken:</b>	Principles of Marketing College Board – CLEP End of Advanced Marketing			

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